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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR JULY 2017**

NEW YORK, August 10, 2017 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July 2017.

Daily Average Revenue Trades (DARTs) for July were 208,156, a three percent decrease from June and a 42 percent increase from the year-ago period. Derivatives represented 34 percent of DARTs during the month. The Company added 29,287 gross new brokerage accounts in July and ended the month with approximately 3.6 million brokerage accounts—a decrease of 3,007 from June. July’s decrease in brokerage accounts was attributable to the outflow of stock plan proceeds following elevated stock plan transactions in the first half of 2017.

Net new brokerage assets were \$0.1 billion in the month. During the month, customer security holdings increased by \$5.6 billion, while brokerage-related cash remained flat, ending the month at \$51.7 billion. Customer margin balances decreased \$0.1 billion, ending the month at \$8.1 billion. Customers were net buyers of approximately \$0.1 billion in securities during the month.

(more)

Monthly Activity Data

	Jul-17	Jun-17	Jul-16	% Chg. M/M	% Chg. Y/Y
Trading days	19.5	22.0	20.0	N.M.	N.M.
DARTs	208,156	215,415	147,100	(3)%	42 %
Derivatives DARTs %	34%	33%	25%	1 %	9 %
Gross new brokerage accounts	29,287	34,461	22,899	(15)%	28 %
Gross new stock plan accounts	32,804	23,613	25,192	39 %	30 %
Gross new banking accounts	242	248	323	(2)%	(25)%
Total gross new accounts	62,333	58,322	48,414	7 %	29 %
Net new brokerage accounts	(3,007)	10,161	387	N.M.	N.M.
Net new stock plan accounts	18,238	6,771	12,095	169 %	51 %
Net new banking accounts	(1,500)	(1,221)	(1,194)	23 %	26 %
Net new accounts	13,731	15,711	11,288	(13)%	22 %
End of period brokerage accounts	3,559,482	3,562,489	3,277,477	— %	9 %
End of period stock plan accounts	1,492,930	1,474,692	1,455,148	1 %	3 %
End of period banking accounts	307,229	308,729	328,531	— %	(6)%
End of period total accounts	5,359,641	5,345,910	5,061,156	— %	6 %
Customer margin balances (\$B) ⁽¹⁾	\$ 8.1	\$ 8.2	\$ 6.4	(1)%	27 %
Customer Assets (\$B)					
Security holdings	\$ 260.9	\$ 255.3	\$ 216.7	2 %	20 %
Sweep deposits	35.0	34.9	27.5	— %	27 %
Customer cash held by third parties ⁽²⁾	8.5	8.8	10.0	(3)%	(15)%
Customer payables (cash)	8.2	8.0	7.5	3 %	9 %
Brokerage customer assets	312.6	307.0	261.7	2 %	19 %
Unexercised stock plan holdings (vested)	37.6	36.1	31.9	4 %	18 %
Savings, checking and other banking assets	5.1	5.1	5.2	— %	(2)%
Total customer assets	\$ 355.3	\$ 348.2	\$ 298.8	2 %	19 %
Net new brokerage assets ⁽³⁾	\$ 0.1	\$ 1.4	\$ 0.3	(93)%	(67)%
Net new banking assets ⁽³⁾	(0.1)	—	—	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ —	\$ 1.4	\$ 0.3	(100)%	(100)%
Brokerage related cash	\$ 51.7	\$ 51.7	\$ 45.0	— %	15 %
Other cash and deposits	5.1	5.1	5.2	— %	(2)%
Total customer cash and deposits	\$ 56.8	\$ 56.8	\$ 50.2	— %	13 %
Managed products	\$ 4.7	\$ 4.6	\$ 3.5	2 %	34 %
Customer net (buy) / sell activity	\$ (0.1)	\$ (1.7)	\$ 2.0	N.M.	N.M.

(1) Customer margin balances include margin receivables held on the balance sheet and customer margin balances held by a third party.

(2) Customer cash held by third parties is held outside E*TRADE Financial and includes money market funds and sweep deposit accounts at unaffiliated financial institutions and customer cash held by a third party clearing firm. Customer cash held by third parties is not reflected in the Company's consolidated balance sheet and is not immediately available for liquidity purposes.

(3) Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

About E*TRADE Financial

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